**MATERIAL DESIGN PRINCIPLES**

What is Material Design?

“We challenged ourselves to create a visual language for our users that synthesizes the classic principles of good design with the innovation and possibility of technology and science. This is material design.”

Google.

Visual Language

A visual language is a system of communication using **visual** elements.

In an increasingly digital world we’re communicating more with images and less with words. Images are superseding words as our primary form of communication. On Instagram alone, 20 billion photos have been uploaded since 2010. Many of us employ visual language, often without realizing it.

Let us look at more information to better understand what exactly Material Design is.